September 2, 1945

Mr. Louis M. Bloch, Jr., Manager
Intercollegiate Broadcasting Station Representatives
507 Fifth Avenue, New York

Dear Mr. Bloch:

Regarding your letter of August 30th, 1945, W P R U will broadcast from September 1st to October 19th, 1945; November 1st to December 23, 1945; December 26th to December 30th, 1945; January 2nd, 1946 to February 20th, 1946, and resume broadcasting on March 4th, 1946 for the new term. I hope this contains the information you need.

Incidentally, you will be glad to hear that the technical difficulties have been overcome by our Technical Dep rtment and reception is fine all over the campus; see enclosure.

We really have big things planned here at Princeton and intend to set the pace in post-war activities. For instance, W P R U is broadcasting the scientific discussions by faculty members " The Princeton Preceptorial of the Air" with the permission of, and through the facilities of Station W P A T, Patterson, N. J. (93 kc.). These broadcasts run each Sunday afternoon 2;00 to 2;30 p.m., the fourth in a series of thirteen being next Sunday, September 9th, 1945.

If I.B.S. would be interested in carrying the remainder of these broadcasts over their network, would be glad to arrange it through our station. However, no commercial sponsors are permitted, as it is the policy of the University of this season not to commercialize. W P A T is carrying the expenses without a sponsor, sort of a prestige building idea.

We also have set up a Musical Director, Mr. Norman Martin - '48, to produce live musical shows. Two next week will feature girl vocalists, one of whome is from the Westminster Choir College. We also have a weekly Inter-Dorm Quiz, featuring teams of four "brains" from each dormitory. We have a small "live audience" auditorium seating about 200 for these programs.

Finally, W P R U is planning to sponsor a large "RECONVERSION DANCE" with a theme centering around returned veterans - sort of a U.S.O. in reverse - who will serve as "hostesses" to the girls instead of vice versa as has been the case for so long a time. We intend to establish pre-war relations all over the campus and to make the military groups on Campus feel as though they were actually a part of the Princeton family.

This dance will be held about October 6th in Baker Rink, from 8:00 p.m. to 1:00 a.m. We are planning to invite girls from neighboring women's campuses, such as Bryn Mawr, Vassar and Smith, and supply each with a man. We hope to have Col. Jimmy Stewart - Princeton '32 as guest of Honor, and an intermission show of about one hour consisting of skits on take-offs on U.S.O.'s with vets taking part. The orchestra will be brought in from N.Y., not a name band, but one which plays good dance music. The Glee Club will sing Princeton songs and everyone will be expected to partake in full.

If I.B.S. would care to plug this dance, and possibly broadcast from the dance floor or stage, we would be delighted to act as hosts. We may be able to have Life do a piece on such as "Life Goes to a Reconversion Dance".